

CLAIM:

1. A method of interacting with a poster, comprising:
using a handheld appliance, receiving digital data from the poster; and
5 by reference to said data received from the poster, establishing a link to a remote
computer.
2. The method of claim 1 in which the appliance is a wireless device.
- 10 3. The method of claim 1 in which the appliance comprises a computer.
4. The method of claim 1 in which the appliance comprises a camera.
- 15 5. The method of claim 1 in which the appliance includes an output device, and the
method includes presenting information to a user based on data obtained from said remote
computer using said output device.
6. The method of claim 5 in which the output device includes a screen.
- 20 7. The method of claim 5 in which the output device includes an annunciator.
8. The method of claim 1 in which the poster promotes a ticketed event, and the
method includes procuring a ticket for the event using said appliance.
- 25 9. The method of claim 8 in which the ticketed event is a concert or movie.
10. The method of claim 1 that further includes communicating over said link to
cause electronic content to be downloaded to a user of the appliance.
- 30 11. The method of claim 10 in which the electronic content comprises a song.

12. The method of claim 1 that includes receiving data from the poster using electromagnetic communications.

5 13. The method of claim 1 that includes receiving data from the poster using optical sensing.

14. The method of claim 1 in which the poster is printed, and the printing includes a plural-bit code steganographically encoded therein.

10 15. A system comprising:
a poster; and
a handheld appliance, the appliance including means for obtaining digital data from the poster and acting based thereon.

15 16. The system of claim 15 in which the poster comprises an event poster.

17. The system of claim 15 in which the appliance comprises a cell phone.